



# 10 Proven Strategies to Market Your Book on a Budget

**H**OWEORIGINAL

# 10 Proven Strategies to Market Your Book on a Budget

- 1 Leverage Your Network**

Start by reaching out to friends, family, and colleagues. Ask them to share your book on social media or leave a review.

  - **Actionable Tip:** Create an email template with pre-written content they can easily copy and share.
- 2 Host a Launch Team**

Recruit a group of supporters who will read your book ahead of time and promote it during the launch.

  - **Actionable Tip:** Provide exclusive perks, like a private Q&A session or behind-the-scenes updates, to keep your launch team engaged
- 3 Optimize Your Amazon Page**

Ensure your book's description is compelling and keyword-rich. Select the right categories to increase visibility.



  - **Actionable Tip:** Use tools like Publisher Rocket to research high-traffic keywords for your niche.
- 4 Utilize Goodreads**

Create an author profile and engage with readers through discussions and giveaways.

  - **Actionable Tip:** Host a Q&A session or write a blog post on Goodreads to connect with your audience.
- 5 Build an Email List**

Offer a free resource (like this guide!) to encourage sign-ups.

  - **Actionable Tip:** Use platforms like Kit to create a simple landing page and automate welcome emails.

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- 6 Pitch Podcasts**
- Reach out to podcast hosts in your genre or subject area. Share your unique perspective or expertise.
- **Actionable Tip:** Prepare a media kit with a professional bio, book details, and suggested topics for discussion.

- 7 Collaborate with Influencers**
- Identify bloggers or social media influencers who align with your book's theme.
- **Actionable Tip:** Offer them a free copy of your book in exchange for an honest review or social media post

- 8 Create Shareable Content**
- Design eye-catching quote graphics, videos, or blog posts that highlight key messages from your book.
- **Actionable Tip:** Use tools like Canva to create visuals that are optimized for different platforms.

- 9 Use Free Tools Wisely**
- Leverage free resources like Canva for design, Mailchimp for email marketing, and Google Analytics to track your efforts.
- **Actionable Tip:** Dedicate time to learning one tool at a time to avoid feeling overwhelmed

- 10 Embrace Consistency**
- Develop a regular schedule for posting on social media, updating your blog, or engaging with your audience.
- **Actionable Tip:** Use a content calendar to plan posts in advance and stay on track.

# About HoweOriginal

At HoweOriginal, we're passionate about helping people like you achieve big goals with creative and effective strategies. Whether you're an author, a church leader, or a content creator, our mission is to equip you with the tools and insights you need to thrive in your unique space.

## What We Do:

- **For Authors:** We'll help you navigate the ever-changing world of book marketing. From crafting engaging social media plans to unlocking the power of Goodreads, we provide strategies tailored to your goals. Whether you're self-published or traditionally published, we've got you covered.
- **For Churches:** In today's digital-first world, reaching your community takes more than just a good message—it takes a thoughtful strategy. We specialize in church marketing and social media, helping you connect meaningfully with your audience and grow your ministry.
- **For Content Creators:** If you're building a brand or platform, we'll help you develop strategies to stand out, grow your audience, and turn your creativity into impact.

## Why HoweOriginal?

We understand that no two journeys are the same, which is why our approach is customized to your specific needs. With years of experience in leadership, communication, and strategic planning, we're here to guide you with practical advice and proven tools to help you succeed.

## Start Your Journey

Dive into our blog for actionable tips, explore our free resources to jump-start your strategy, or connect with us for personalized consulting. Whatever your goals, we're excited to partner with you to make them a reality.

Let's create something original, together.

